bradmark technologies
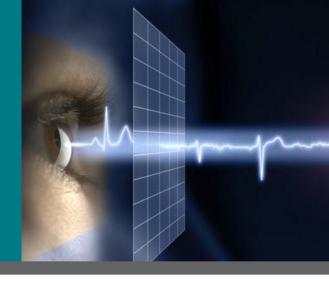
Surveillance Provides Visibility into KBMG's Critical Database Environments

INDUSTRY

• Knowledge-based Marketing

KEY BENEFITS

• Maintain availablity of critical database information

• Ensure visibility within the Sybase IQ environment

• Detect dead user connections and drop when necessary

• Proactive event management with multi-level alerts

BRADMARK TECHNOLOGY

• Surveillance IQ™ for Sybase IQ

KBM Group (KBMG) is a leader in providing the full spectrum of data-driven marketing solutions that helps businesses use their data to improve their marketing performance, increase profits and ROI. Formerly KnowledgeBase Marketing, KBM Group brings together KnowledgeBase Marketing's U.S. and global services divisions and its subsidiaries to provide more tightly integrated and more innovative strategic solutions to clients. Forrester selected KBM Group as one of the ten leading vendors of Database Marketing Service Providers, highlighting its healthcare expertise; integrated, strategic and analytic service, and the full service midmarket offering.

Part of KBM Group's business focuses on 'database marketing services' that involves keeping critical database information available for their client's marketing campaigns. KBM Group makes every effort to ensure database records are kept current, as well as provides analysis tools for determining campaign effectiveness.

Because KBM Group's core marketing database of U.S. consumers – AmeriLINK® – consists of a large table with thousands of fields associated with each row, KBM Group selected Sybase's IQ platform for its column-based architecture. As usage of the database increased, insight into the database became difficult to manage. "We needed a tool to look at the inter-workings of Sybase IQ," said Randy Herzog, KBM Group's VP Configuration Services, responsible for managing Sybase, Oracle and SQL DBAs, and Server groups. Looking for answers to the challenges KBM Group was facing, Herzog consulted with Sybase, who recommended Bradmark's Surveillance for Sybase.

Surveillance Addresses IQ Challenges

Prior to utilizing Surveillance, the Sybase IQ database tracked all user connections, but when the application dropped a connection, it remained live within Sybase IQ database. KBM Group needed to easily find these dead connections so they could be dropped. "Surveillance enables us to detect a problem was happening, and quickly figure out what to do about it," said Herzog.

Another challenge involved 'versioning' for large tables. In this case, the same effect caused temp space to quickly run out. By providing essential tools for real-time monitoring, issue identification and resolution, rules-based event management, data repository and reporting, Surveillance allows KBM Group to proactively monitor these critical challenges, and see which users to drop when necessary.

About Bradmark

An established provider of application solutions for database management and strategic alliance Sybase partner, Bradmark is the only end-to-end and recommended ISV solutions provider for Sybase ASE, Replication Server and Sybase IQ investments.

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